

## **Program Description/Textbook or Print Instructional Material**

**Vendor:** Pearson Education, Inc., publishing as Pearson Prentice Hall      **Web Address:** www.phschool.com

**Title:** **Sports Marketing: A Strategic Perspective**

**Author:** Matthew D. Shank

**Copyright:** 2002

**ISBN:** 0-13-040791-7

**Course/Content Area:** Sports and Entertainment Marketing

**Intended Grade or Level:** 9-12

**Readability Level:** Not Available

**List Price:** \$ 87.29

**Lowest Wholesale Price:** \$ 65.47

**Level of Accommodations (Level One, Two, or Three)** Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance. Pearson Prentice Hall is unable to provide files in Levels One or Two due to the variety of page layout systems used to create the text. These systems are not compatible with specialized formats such as XML or HTML.

### **FEATURES**

**DISCLAIMER:** The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

### **Content**

This unique guide illustrates the application of marketing principles and processes to the sports industry. It includes Internet and experiential exercises at the end of each chapter. The text incorporates case studies/vignettes throughout and added coverage is given of women and international sports marketing.

### **Student Experiences**

Sports Marketing: A Strategic Perspective is a unique tool for students to learn the application of marketing principles and processes that apply to the sports industry. The text includes Internet and experiential exercises that will appeal to students. Women students will be particularly interested in the added coverage and international sports marketing as well as men in the class.

### **Assessment**

Assessment is built into the design of the course materials and can be enhanced by materials provided to the instructor in the manual.

### **Organization**

This 613 page text is organized to show the principles of marketing and processes that apply to the sports industry. Exercises are provided at the end of each chapter. The companion Website will provide additional resources for the students and the instructor alike.

### **Resource Materials**

- **Gratis Items To Be Provided And Under What Conditions**

**Free upon request, 1 per teacher user with a minimum purchase of 20 Sports Marketing Student Editions:**

☞ Instructor's Manual

- **Available Ancillary Materials**

Website: [www.prenhall.com](http://www.prenhall.com)

## **RESEARCH DATA/EVIDENCE OF EFFECTIVENESS**

**DISCLAIMER:** The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

The materials in this unique package have been thoroughly reviewed by sports and marketing professionals in the field as well as by additional educators in the classroom for accuracy of content and appropriateness of teaching methodology.



## Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



<b>Title: SPORTS MARKETING: A STRATEGIC PERSPECTIVE</b>		<b>Cost: \$65.47</b>	
<b>Publisher: Prentice Hall</b>			
<b>Item Evaluated: Textbook</b>			
<b>Copyright Date: 2002</b>		<b>Evaluator: Jayne Harris</b>	
<b>Content Level: 12 and Up</b>		<b>Date of Evaluation July 28, 2003</b>	
<b>Level of Alternative Format</b>	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

### Overall Strengths and/or Weaknesses

**Disclaimer:** Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:	
<input checked="" type="checkbox"/>	Recommended by reviewers to State Textbook Commission
<input type="checkbox"/>	Not recommended by reviewers to State Textbook Commission

**Publisher's Explanation of Reviewer's Comments:** By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



# Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



<b>Title: SPORTS MARKETING: A STRATEGIC PERSPECTIVE</b>		<b>Publisher Prentice Hall</b>
Technology Management Summary Data:	20 possible points	_____0_____ points earned
Technology Management Comments: No technology pieces available		
Technology Presentation/Interface Summary Data:	40 possible points	_____0_____ points earned
Technology Presentation/Interface Comments: No technology pieces available for review. Test bank, Power Point slides and videos on WNBA and NASCAR are available. Internet exercises at the end of each chapter.		
Content Summary Data:	44 possible points	_____29_____ points earned
Content Comments: Career experiences and employability skills covered in appendix only. Good reference to Real World Applications in chapters. Most activities are individual and not team based.		
Instruction & Management Summary Data	52 possible points	_____49_____ points earned
Instruction & Management Comments: Good real world examples. Academic integration, ethics, and diversity within some chapters, but not easily identified. Good outside activities designed for individual but could be adapted for teamwork.		
Organization & Structure Summary Data	36 possible points	_____36_____ points earned
Organization & Structure Comments: No color with graphics. Very few pictures and graphs. Did not see disabilities represented. Reading level is advanced. Layout not geared toward high school.		
Resource Material Summary Data	40 possible points	_____18_____ points earned
Resource Material Comments: Activities incorporate use of internet but no site specific to this text for supplemental or practice activities. Provides instructor's Manual, Test maker and Video of 2 real life examples.		



# **Group V - Career /Technical & Vocational/Practical Living** **Electronic Instructional Media Review Form** **Stand Alone/Independent or Integrated Software for Business**



<b>Equipment</b> (circle or change fill color)	<b>Grade Level</b> (circle or change fill color)	<b>Audience</b> (circle or change fill color)	<b>Format</b> (circle or change fill color)	<b>Cost</b> <u>\$65.47</u> <b>Text</b> _____	
Windows	Primary	Individual	Stand Alone/Independent	_____single copy	_____site license
Macintosh	Intermediate	Small Group	Integrated	_____network version	_____school version
CD-ROM	Middle	Large Group	Supplemental	_____lab pack of ____ copies	_____online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain \_\_\_\_\_

<b>Type of Software:</b> Check all that apply	_____Simulation	_____Management	_____Interdisciplinary	_____Problem Solving	_____Tutorial
_____Exploratory	_____Creativity	_____Drill and Practice	_____Critical Thinking	_____Utility	_____Other:

<b>Rating Scale:</b>	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

<b>Management</b>	<b>Rating</b>
Allows customizing for individual learning needs.	
Allows students to exit and resume at a later time.	
Keeps a students performance record, where needed.	
Allows control of various aspects of the software (e.g., turning sound off).	
Allows for printed reports.	
Comments:	<b>Total</b> <b>0</b>

<b>Presentation/Interface</b>	<b>Rating</b>
Presents material in an organized manner.	
Has consistent, easy-to-use, on-screen instructions.	
Has developmentally correct presentation format.	
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	
Accessible for special needs students.	
Runs smoothly, without long delays.	
Presents easy-to-view text and graphics.	
Presents easy-to-hear and understand sounds.	
Avoids unnecessary screens, sounds, and graphics.	
Provides immediate, appropriate feedback.	
Comments:	<b>Total</b> <b>0</b>

Content—Marketing	Rating
Career Experiences	2
Employability Skills	2
Teamwork	2
Global Perspective	4
Mathematical Skills	2
Communication	3
Diversity	3
Ethical Practices	2
Academic Integration	2
Real World Application	4
Content Area Concepts Addressed	3
Comments: Women in sports is the main diversity topic covered. Entertainment not covered	<b>Total 29</b>

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	3
Engages Students	4
Develops Marketing Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	3
Commonwealth Accountability Testing System (CATS) “like” Assessment is provided	3
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: Good real world examples. Academic integration, ethics, and diversity within some chapters, but not easily identified. Good thought provoking outside the classroom activities, most individually based but can be adapted for teamwork opportunities.	<b>Total 49</b>

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	3
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	3
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	3
Comments: No color with graphics. Very few pictures and graphs. Did not see disabilities represented. Reading level is advanced. Layout not geared toward high school.	<b>Total 33</b>

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	2
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	3
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	3
Suggestions are made for integration of themes and /or interdisciplinary instruction.	1
Integration opportunities suggested and examples given.	1
Teacher resources are available online.	1
Online resources available – Repeat of information in text.	1
Online resources available – Practice skills only.	1
Online resources available – New application materials.	1
Comments: Activities incorporate use of internet but no site specific to this text for supplemental or practice activities. Provides instructor's Manual, Test maker and Video of 2 real life examples.	<b>Total 18</b>
<b>Rating Scale:</b>	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable